



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**Main: (513)412-5000**  
**Billing: (410)338-6432**

www.wlwt.com

Billing Address:

**Crossroads Media**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951282-1	09/23/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS 30S	984

Flight Dates	Order #	Alt Order #
09/14/12 - 09/23/12	951282	06313549

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	09/14/12	09/21/12	11-1135p M-Su Class of Time - Pre-emptible with notice	11-1135p	----1--	:30	1	\$1,700.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/10/12	09/16/12			----1--		1	\$1,700.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	F	09/14/12	11:34 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/17/12	09/23/12			----1--		1	\$1,700.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WLWT	F	09/21/12	11:08 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00	NM
2	09/14/12	09/21/12	530-6p M-F news Class of Time - Immediately Pre-emptible without notice	530-6p	----1--	:30	1	\$850.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/10/12	09/16/12			----1--		1	\$850.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	F	09/14/12	5:55 PM	530-6p M-F news	530-6p	:30	USPRTV17GPH	\$850.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/17/12	09/23/12			----1--		1	\$850.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WLWT	F	09/21/12	5:38 PM	530-6p M-F news	530-6p	:30	USPRTV17GPH	\$850.00	NM
3	09/14/12	09/21/12	6-630p M-F news Class of Time - Pre-emptible with notice	6-630p	----1--	:30	1	\$1,200.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/10/12	09/16/12			----1--		1	\$1,200.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	F	09/14/12	6:12 PM	6-630p M-F news	6-630p	:30	USPRTV17GPH	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/17/12	09/23/12			----1--		1	\$1,200.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WLWT	F	09/21/12	6:30 PM	6-630p M-F news	6-630p	:30	USPRTV17GPH	\$1,200.00	NM
4	09/14/12	09/21/12	6-7a news Class of Time - Pre-emptible with notice	6-7a	----1--	:30	1	\$800.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		
	09/10/12	09/16/12			----1--		1	\$800.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	F	09/14/12	6:53 AM	6-7a news	6-7a	:30	USPRTV17GPH	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>		



www.wlwt.com

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951282-1	09/23/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	984	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/14/12	09/21/12	6-7a news	6-7a	----1--	:30	1	\$800.00	NM
	Class of Time - Pre-emptible with notice								
	09/17/12	09/23/12			----1--		1	\$800.00	
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	2 WLWT	F	09/21/12	6:44 AM	6-7a news	6-7a	:30	USPRTV17GPH	\$800.00 NM
5	09/14/12	09/21/12	NBC Today Show	7-9a	----1--	:30	1	\$1,500.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/10/12	09/16/12	----1--	1	\$1,500.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	F	09/14/12	8:59 AM	NBC Today Show	7-9a	:30	USPRTV17GPH	\$1,500.00 NM
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	----1--	1	\$1,500.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	2 WLWT	F	09/21/12	8:30 AM	NBC Today Show	7-9a	:30	USPRTV17GPH	\$1,500.00 NM
6	09/17/12	09/17/12	11-1135p M-Su	11-1135p	1-----	:30	1	\$1,700.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	1-----	1	\$1,700.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	M	09/17/12	11:25 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00 NM
7	09/17/12	09/17/12	530-6p M-F news	530-6p	1-----	:30	1	\$850.00	NM
	Class of Time - Immediately Pre-emptible without notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	1-----	1	\$850.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	M	09/17/12	5:53 PM	530-6p M-F news	530-6p	:30	USPRTV17GPH	\$850.00 NM
8	09/17/12	09/17/12	6-630p M-F news	6-630p	1-----	:30	1	\$1,200.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	1-----	1	\$1,200.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	M	09/17/12	6:30 PM	6-630p M-F news	6-630p	:30	USPRTV17GPH	\$1,200.00 NM
9	09/17/12	09/17/12	6-7a news	6-7a	1-----	:30	1	\$800.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	1-----	1	\$800.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	M	09/17/12	6:44 AM	6-7a news	6-7a	:30	USPRTV17GPH	\$800.00 NM
10	09/17/12	09/17/12	NBC Today Show	7-9a	1-----	:30	1	\$1,500.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	1-----	1	\$1,500.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	M	09/17/12	8:27 AM	NBC Today Show	7-9a	:30	USPRTV17GPH	\$1,500.00 NM
11	09/15/12	09/22/12	11-1135p M-Su	11-1135p	-----1-	:30	1	\$1,700.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/10/12	09/16/12	-----1-	1	\$1,700.00			
	Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
	1 WLWT	Sa	09/15/12	11:21 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00 NM
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate			
		09/17/12	09/23/12	-----1-	1	\$1,700.00			

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



www.wlwt.com

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951282-1	09/23/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	984	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																				
11	09/15/12	09/22/12	11-1135p M-Su Class of Time - Pre-emptible with notice	11-1135p	-----1-	:30	1	\$1,700.00	NM																																																																				
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Sa</td><td>09/22/12</td><td>11:21 PM</td><td>11-1135p M-Su</td><td>11-1135p</td><td>:30</td><td>USPRTV17GPH</td><td>\$1,700.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Sa	09/22/12	11:21 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00	NM																																														
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Sa	09/22/12	11:21 PM	11-1135p M-Su	11-1135p	:30	USPRTV17GPH	\$1,700.00	NM																																																																			
12	09/15/12	09/22/12	Sa/Su 6p news Class of Time - Immediately Pre-emptible without notice	Sa/Su 6p News	-----1-	:30	1	\$400.00	NM																																																																				
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/10/12</td><td>09/16/12</td><td>-----1-</td><td>1</td><td>\$400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WLWT</td><td>Sa</td><td>09/15/12</td><td>6:29 PM</td><td>Sa/Su 6p news</td><td>Sa/Su 6p News</td><td>:30</td><td>USPRTV17GPH</td><td>\$400.00</td><td>NM</td></tr><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/17/12</td><td>09/23/12</td><td>-----1-</td><td>1</td><td>\$400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Sa</td><td>09/22/12</td><td>6:44 PM</td><td>Sa/Su 6p news</td><td>Sa/Su 6p News</td><td>:30</td><td>USPRTV17GPH</td><td>\$400.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/10/12	09/16/12	-----1-	1	\$400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WLWT	Sa	09/15/12	6:29 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/17/12	09/23/12	-----1-	1	\$400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Sa	09/22/12	6:44 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/10/12	09/16/12	-----1-	1	\$400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
1	WLWT	Sa	09/15/12	6:29 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/17/12	09/23/12	-----1-	1	\$400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Sa	09/22/12	6:44 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM																																																																			
13	09/16/12	09/23/12	NBC MEET THE PRESS NBC MEET THE P Class of Time - Pre-emptible with notice		-----1	:30	1	\$2,000.00	NM																																																																				
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/10/12</td><td>09/16/12</td><td>-----1</td><td>1</td><td>\$2,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WLWT</td><td>Su</td><td>09/16/12</td><td>10:59 AM</td><td>NBC MEET THE PRESS</td><td>NBC MEET THE PI</td><td>:30</td><td>USPRTV17GPH</td><td>\$2,000.00</td><td>NM</td></tr><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/17/12</td><td>09/23/12</td><td>-----1</td><td>1</td><td>\$2,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Su</td><td>09/23/12</td><td>10:59 AM</td><td>NBC MEET THE PRESS</td><td>NBC MEET THE PI</td><td>:30</td><td>USPRTV17GPH</td><td>\$2,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/10/12	09/16/12	-----1	1	\$2,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WLWT	Su	09/16/12	10:59 AM	NBC MEET THE PRESS	NBC MEET THE PI	:30	USPRTV17GPH	\$2,000.00	NM	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/17/12	09/23/12	-----1	1	\$2,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Su	09/23/12	10:59 AM	NBC MEET THE PRESS	NBC MEET THE PI	:30	USPRTV17GPH	\$2,000.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/10/12	09/16/12	-----1	1	\$2,000.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
1	WLWT	Su	09/16/12	10:59 AM	NBC MEET THE PRESS	NBC MEET THE PI	:30	USPRTV17GPH	\$2,000.00	NM																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/17/12	09/23/12	-----1	1	\$2,000.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Su	09/23/12	10:59 AM	NBC MEET THE PRESS	NBC MEET THE PI	:30	USPRTV17GPH	\$2,000.00	NM																																																																			
14	09/16/12	09/23/12	Late News after NFL Class of Time - Immediately Pre-emptible without notice	Late News	-----1	:30	1	\$1,400.00	NM																																																																				
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/10/12</td><td>09/16/12</td><td>-----1</td><td>1</td><td>\$1,400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WLWT</td><td>Su</td><td>09/16/12</td><td>12:22 AM</td><td>Late News after NFL</td><td>Late News</td><td>:30</td><td>USPRTV17GPH</td><td>\$1,400.00</td><td>NM</td></tr><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/17/12</td><td>09/23/12</td><td>-----1</td><td>1</td><td>\$1,400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Su</td><td>09/23/12</td><td>12:41 AM</td><td>Late News after NFL</td><td>Late News</td><td>:30</td><td>USPRTV17GPH</td><td>\$1,400.00</td><td>NM</td></tr></table> LR - Football										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/10/12	09/16/12	-----1	1	\$1,400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WLWT	Su	09/16/12	12:22 AM	Late News after NFL	Late News	:30	USPRTV17GPH	\$1,400.00	NM	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/17/12	09/23/12	-----1	1	\$1,400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Su	09/23/12	12:41 AM	Late News after NFL	Late News	:30	USPRTV17GPH	\$1,400.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/10/12	09/16/12	-----1	1	\$1,400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
1	WLWT	Su	09/16/12	12:22 AM	Late News after NFL	Late News	:30	USPRTV17GPH	\$1,400.00	NM																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/17/12	09/23/12	-----1	1	\$1,400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Su	09/23/12	12:41 AM	Late News after NFL	Late News	:30	USPRTV17GPH	\$1,400.00	NM																																																																			
15	09/16/12	09/23/12	Sa/Su 6p news Class of Time - Immediately Pre-emptible without notice	Sa/Su 6p News	-----1	:30	1	\$400.00	NM																																																																				
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/10/12</td><td>09/16/12</td><td>-----1</td><td>1</td><td>\$400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WLWT</td><td>Su</td><td>09/16/12</td><td>6:09 PM</td><td>Sa/Su 6p news</td><td>Sa/Su 6p News</td><td>:30</td><td>USPRTV17GPH</td><td>\$400.00</td><td>NM</td></tr><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/17/12</td><td>09/23/12</td><td>-----1</td><td>1</td><td>\$400.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Su</td><td>09/23/12</td><td>6:26 PM</td><td>Sa/Su 6p news</td><td>Sa/Su 6p News</td><td>:30</td><td>USPRTV17GPH</td><td>\$400.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/10/12	09/16/12	-----1	1	\$400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WLWT	Su	09/16/12	6:09 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/17/12	09/23/12	-----1	1	\$400.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Su	09/23/12	6:26 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/10/12	09/16/12	-----1	1	\$400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
1	WLWT	Su	09/16/12	6:09 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/17/12	09/23/12	-----1	1	\$400.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Su	09/23/12	6:26 PM	Sa/Su 6p news	Sa/Su 6p News	:30	USPRTV17GPH	\$400.00	NM																																																																			
16	09/16/12	09/23/12	NBC Sunday Today Class of Time - Pre-emptible with notice	Su8-9a	-----1	:30	1	\$2,000.00	NM																																																																				
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/10/12</td><td>09/16/12</td><td>-----1</td><td>1</td><td>\$2,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WLWT</td><td>Su</td><td>09/16/12</td><td>8:46 AM</td><td>NBC Sunday Today</td><td>Su8-9a</td><td>:30</td><td>USPRTV17GPH</td><td>\$2,000.00</td><td>NM</td></tr><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>09/17/12</td><td>09/23/12</td><td>-----1</td><td>1</td><td>\$2,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>2</td><td>WLWT</td><td>Su</td><td>09/23/12</td><td>8:27 AM</td><td>NBC Sunday Today</td><td>Su8-9a</td><td>:30</td><td>USPRTV17GPH</td><td>\$2,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/10/12	09/16/12	-----1	1	\$2,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WLWT	Su	09/16/12	8:46 AM	NBC Sunday Today	Su8-9a	:30	USPRTV17GPH	\$2,000.00	NM	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/17/12	09/23/12	-----1	1	\$2,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WLWT	Su	09/23/12	8:27 AM	NBC Sunday Today	Su8-9a	:30	USPRTV17GPH	\$2,000.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/10/12	09/16/12	-----1	1	\$2,000.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
1	WLWT	Su	09/16/12	8:46 AM	NBC Sunday Today	Su8-9a	:30	USPRTV17GPH	\$2,000.00	NM																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
	09/17/12	09/23/12	-----1	1	\$2,000.00																																																																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
2	WLWT	Su	09/23/12	8:27 AM	NBC Sunday Today	Su8-9a	:30	USPRTV17GPH	\$2,000.00	NM																																																																			



www.wlwt.com

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951282-1	09/23/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	984	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/20/12	09/20/12	11-1135p M-Su Class of Time - Pre-emptible with notice	11-1135p	---1---	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTh 09/20/12 11:29 PM 11-1135p M-Su 11-1135p :30 USPRTV17GPH \$1,700.00 NM									
18	09/20/12	09/20/12	530-6p M-F news Class of Time - Immediately Pre-emptible without notice	530-6p	---1---	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTh 09/20/12 5:37 PM 530-6p M-F news 530-6p :30 USPRTV17GPH \$850.00 NM									
19	09/20/12	09/20/12	6-630p M-F news Class of Time - Pre-emptible with notice	6-630p	---1---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTh 09/20/12 6:12 PM 6-630p M-F news 6-630p :30 USPRTV17GPH \$1,200.00 NM									
20	09/20/12	09/20/12	6-7a news Class of Time - Pre-emptible with notice	6-7a	---1---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTh 09/20/12 6:22 AM 6-7a news 6-7a :30 USPRTV17GPH \$800.00 NM									
21	09/20/12	09/20/12	NBC Today Show Class of Time - Pre-emptible with notice	7-9a	---1---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTh 09/20/12 7:29 AM NBC Today Show 7-9a :30 USPRTV17GPH \$1,500.00 NM									
22	09/18/12	09/18/12	11-1135p M-Su Class of Time - Pre-emptible with notice	11-1135p	-1-----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTu 09/18/12 11:34 PM 11-1135p M-Su 11-1135p :30 USPRTV17GPH \$1,700.00 NM									
23	09/18/12	09/18/12	530-6p M-F news Class of Time - Immediately Pre-emptible without notice	530-6p	-1-----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTu 09/18/12 5:39 PM 530-6p M-F news 530-6p :30 USPRTV17GPH \$850.00 NM									
24	09/18/12	09/18/12	6-630p M-F news Class of Time - Pre-emptible with notice	6-630p	-1-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTu 09/18/12 6:28 PM 6-630p M-F news 6-630p :30 USPRTV17GPH \$1,200.00 NM									
25	09/18/12	09/18/12	6-7a news Class of Time - Pre-emptible with notice	6-7a	-1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



www.wlwt.com

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
951282-1	09/23/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	984	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	09/18/12	09/18/12	6-7a news	6-7a	-1-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTTu 09/18/12 6:10 AM 6-7a news 6-7a :30 USPRTV17GPH \$800.00 NM									
26	09/18/12	09/18/12	NBC Today Show	7-9a	-1-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 -1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTTu 09/18/12 8:59 AM NBC Today Show 7-9a :30 USPRTV17GPH \$1,500.00 NM									
27	09/19/12	09/19/12	11-1135p M-Su	11-1135p	--1----	:30	1	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTW 09/19/12 11:33 PM 11-1135p M-Su 11-1135p :30 USPRTV17GPH \$1,700.00 NM									
28	09/19/12	09/19/12	530-6p M-F news	530-6p	--1----	:30	1	\$850.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTW 09/19/12 5:54 PM 530-6p M-F news 530-6p :30 USPRTV17GPH \$850.00 NM									
29	09/19/12	09/19/12	6-630p M-F news	6-630p	--1----	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTW 09/19/12 6:25 PM 6-630p M-F news 6-630p :30 USPRTV17GPH \$1,200.00 NM									
30	09/19/12	09/19/12	6-7a news	6-7a	--1----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTW 09/19/12 6:43 AM 6-7a news 6-7a :30 USPRTV17GPH \$800.00 NM									
31	09/19/12	09/19/12	NBC Today Show	7-9a	--1----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLWTW 09/19/12 8:29 AM NBC Today Show 7-9a :30 USPRTV17GPH \$1,500.00 NM									
Total Spots							42		

## Payment Terms 30 Days

Gross Total	\$52,100.00
Agency Commission	\$7,815.00
Net Amount Due	\$44,285.00